GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3646
ANSWERED ON:07.12.2016
New Advertisement Policy
Sawant Shri Arvind Ganpat;Tumane Shri Krupal Balaji

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has proposed a new advertisement policy, if so, the details thereof;

(b) whether the institutions working for the welfare of the small and medium newspapers have sought amendments therein while opposing strongly the new advertisement policy, if so, the details thereof;

(c) whether the Government has received any memorandum/demands from the "Indian Federation of Small and Medium Newspapers (IFSMN)"; and

(d) if so, the details thereof and the action being taken by the Government thereon?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) Yes, Sir. The Print Media Advertisement Policy of Government of India, 2016 has been implemented w.e.f. 7.6.2016. The Print Media Advertisement Policy 2016 is available on DAVP website www.davp.nic.in under the head 'Newspapers' and sub-head 'Advertisement Policy'.

(b) to (d) This Ministry has made some modifications in the Print Media Advertisement Policy 2016, w.e.f. 15.9.2016 after receiving various representations from newspapers associations including that of 'Indian Federation of Small and Medium Newspapers (IFSMN)'.

The Ministry has amended the clause 18(iv)(2) of the existing policy with regard to subscription to wire service of news agencies accredited with PIB and who have paid up-to-date levy to PCI and clause 18(iv)(3) regarding EPF subscriptions. A copy of the amended Policy Guidelines is also available on DAVP website www.davp.nic.in under the head 'Newspapers' and sub-head 'Advertisement Policy'.

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